

Hoskins Roche L Talbott  
 Form 4  
 August 03, 2018

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549**

OMB APPROVAL

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**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
 Hoskins Roche L Talbott

2. Issuer Name and Ticker or Trading Symbol  
 ELECTRONIC ARTS INC. [EA]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
 209 REDWOOD SHORES PARKWAY

3. Date of Earliest Transaction (Month/Day/Year)  
 08/01/2018

Director  10% Owner  
 Officer (give title below)  Other (specify below)

(Street)  
 REDWOOD CITY, CA 94065

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership Beneficial Ownership (Instr. 4)
				(A) or (D) Code V Amount (D) Price			
Common Stock	08/01/2018		M	162 A \$ 127.48	5,491	D	
Common Stock	08/02/2018		M	2,187 A 11 7,678	7,678	D	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474 (9-02)

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**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Underlying Security (Instr. 3 and 4)			
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title
Non-qualified Stock Option (Right to Buy)	\$ 127.48	08/01/2018		A		162		(2)	08/01/2018	Common Stock
Non-qualified Stock Option (Right to Buy)	\$ 127.48	08/01/2018		M		162		(2)	08/01/2018	Common Stock
Restricted Stock Units	(1)	08/02/2018		A		2,020		(4)	08/02/2019	Common Stock
Restricted Stock Units	(1)	08/02/2018		M		2,187		(5)	08/02/2018(5)	Common Stock

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Hoskins Roche L Talbott 209 REDWOOD SHORES PARKWAY REDWOOD CITY, CA 94065			X	

## Signatures

/s/ Deborah Berenjfoorosh, Attorney-in-Fact For: Talbott Roche 08/03/2018

\_\_Signature of Reporting Person Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Each Restricted Stock Unit represents the right to receive, at settlement, one share of Electronic Arts Inc. common stock.
- (2) This option was immediately exercised.
- (3) This option was issued to the reporting person in lieu of Board cash compensation of \$18,750.
- (4) The Restricted Stock Units vest in their entirety upon the earlier of (i) date of Electronic Arts Inc.'s next Annual Meeting of Stockholders or (ii) August 2, 2019.

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(5) This award was fully vested as of August 2, 2018.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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